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wherein m and n have values of 1 to 99 and 99 to 1 respectively and a crosslinking agent for crosslinking the polymer to the fibrous web at the drying surface, said agent being selected from zirconium compounds wherein the zirconium has a value of +4, wherein the creping adhesive composition exhibits a peel force of at least about 300 grams per 12 inches of fibrous web.

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113. The creping adhesive of claim 112 wherein the zirconium compound is selected from the group consisting of ammonium zirconium carbonate, zirconium acetylacetonate, zirconium acetate, zirconium carbonate, zirconium sulfate, zirconium phosphate, potassium zirconium carbonate, zirconium sodium phosphate and sodium zirconium tartrate.

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114. The creping adhesive of claim 112 wherein the zirconium compound is ammonium zirconium carbonate.

115. The creping adhesive of claim 112 wherein m and n have values of 1 to 99 and 2 to 20 respectively.

116. The creping adhesive of claim 115 wherein the zirconium compound is selected from the group consisting of ammonium zirconium carbonate, zirconium acetylacetonate, zirconium acetate, zirconium carbonate, zirconium sulfate, zirconium phosphate, potassium zirconium carbonate, zirconium sodium phosphate, and sodium zirconium tartrate.

117. The creping adhesive of claim 115 wherein the zirconium compound is ammonium zirconium carbonate.

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